Open-Source Projects Need More Than Good Code

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What is **Marketing** for an **Open Source** project?
Burning $45/click on google for the keywords?

### PAID SEARCH POSITIONS 1 - 100 (599)

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</table>
or perhaps **this**?

*Apple co-founder Steve Wozniak speaks ow.ly/xWafS <<get your #xTupleCon14 pass to see him [before June 30]*

2:15 AM - 22 Jun 2014

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Thank you for a successful #xTupleCon14
#define Marketing Success

- **Awareness** amongst prospective users
- Established **trust** on the project and community
- **Healthy adoption** and a sane size of contributors
awareness About?

- Excellent and mature code quality
- Small albeit amazing community
- Exceptionally high success rate of implementations.
- Advantages of License
- Scalable and Secure Architecture
Excellent and mature code quality
Small albeit amazing community
High Success Rate of Implementations
High Success Rate of Implementations
High Success Rate of Implementations

Client Success Story

GradUit Network

The GradUit Network is a forward-thinking community offering a constant source of support and enlightenment through educational workshops, webinars, and coaching programs. The diverse, respectful and enthusiastic community of GradUit is a positive example of people bringing out the best in each other.
High Success Rate of Implementations

Client Success Story

Nereid based web portal with Tryton implementation removed the security and scalability issues posed by the existing solution. Franchise holders were granted a unified way of placing their orders.

bSure helps their clients to safely identify the presence of asbestos using a simple process of self-sampling that is quick and cost effective. They supplement this with training and a knowledge base giving their clients the broadest possible service. bSure continues to evolve their services so that they can suit multiple markets. They operate in sectors like construction and engineering, insurance and social housing.
High Success Rate of Implementations
High Success Rate of Implementations

Client Success Story

Nereid based implementation addressing scalability issue. Franchise holders placing their orders.

Creating the Perfect Solution
As the aviation law changed, we assisted Advocate Tax in helping their clients and employees to submit information with ease and interact with the data efficiently leading them to advance their position in the market.
High Success Rate of Implementation - Sep 2014

- 75000+ Customers
- 10k+ registered users
- 9K+ SKUs
- Horizontally scaled on AWS EC2 Cluster
- 99.99% Uptime
- Docker based deployment
- Tryton POS Beta Customer
trust On?

- Project Energy
  - Focus on regular predictable releases since v1
- Real-world usage of the product
- Low TCO (Total cost of Ownership)
- Usability of the Software
- Support availability
Adoption
When is adoption **healthy** enough?

“When you convince a **significant** number of people that your project is the **best solution** to their **problem**!.”

—Nathan März
Former Twitter engineer. Author of Storm and Cascalog.
Healthy adoption - Users

- Documentation
- Books and Tutorials
- Customer testimonials
Documentation
https://github.com/tryton/tryton-documentation

• Most successful project of TUB2013

• 18 active contributors

• 102 commits

• Functional documentation

• Beginners guide
Books and Tutorials
Helping users learn Tryton

• Learning curve should be low

• Broken Guided demos

• Webinars

• User guides

• Tutorial series

“A lot of open source developers don't realise how crucial docs are: people cannot use your software if they don't understand it“

—Nathan März
Customer testimonials:
Helping users trust Tryton

Your connection is not private

Attackers might be trying to steal your information from demo3.4.tryton.org (for example, passwords, messages, or credit cards).

Advanced

Back to safety
Customer testimonials:
Helping users trust Tryton

- Real world usage
  - Case Studies
- Stories
- Blogs
- Twitter mentions
Healthy adoption - Developers

- Ease of contribution?
- Un-conferences
- Code Sprints
- Social Proof?
  - Github
  - Mailing list activity
  - Status badges
  - IRC
Healthy adoption - **Developers**

Social Proof: Github Watchers, Stars and Forks

“Riak on GitHub as a mirror was bringing us more attention and driving more community growth than was our canonical repo on BitBucket.”

(http://basho.com/a-few-more-details-on-why-we-switched-to-github/)
Healthy adoption - **Developers**

Social Proof: Github Repo

Why Git/GitHub, as opposed to Mercurial/Bitbucket or some other system?

Because it's very well-made, and it's where the people are. Clearly GitHub has won the majority of open-source developers' mindshare. John Lennon said: "If I'd lived in Roman times, I'd have lived in Rome. Where else?" GitHub is Rome.

Healthy adoption - Developers

Social Proof: Github Repo

Python is a programming language that lets you work quickly and integrate systems more effectively. Learn More
Ease of contribution

- Hosting on Github
- Modern tools compatibility
- Testing tools
- Google hosts on Github for adoption
Ease of contribution

despite being clearly marked as a readonly & unofficial mirror, the project receives more pull requests to individual modules than bugs on bugs.tryton.org
Healthy adoption - Developers

Social Proof: Badges

- downloads 9.5k/month
- pypi 3.4.0
- python 2.7
- status stable
- implementation cpython
- coverage 72%
- wheel no
- format source
- build passing
- egg no
Spread the openness of Tryton

- Participation in PyCon’15 and euro python’15
- Proposals of booth by TSF
- Code sprints
WHERE TO START?
#1. Our Website

Tryton

Tryton is a three-tier high-level general purpose application platform under the license GPL-3 written in Python and using PostgreSQL as database engine. It is the core base of a complete business solution providing modularity, scalability and security.

Core

The core of Tryton (also called Tryton kernel) provides all the necessary functionalities for a complete application framework: data persistence, extensive modularity, users management (authentication, fine grained control for data access, handling of concurrent access of resources), workflow and report engines, web services and internationalisation. Thus constituting a complete application platform which can be used for any relevant purpose.

Modules

Currently, the main modules available for Tryton cover the following fields of activity:

- Accounting
- Invoicing
- Sale Management
- Purchase Management
- Analytic Accounting
- Inventory Management
- Manufacturing Resource Planning (MRP)
- Project Management
- Lead and Opportunity Management

They establish a core base and an easy-to-use abstraction of some of the key concepts for enterprise applications.
Openlabs Experience

If you inform a prospect about Tryton and the customer decides to explore....

1. 64% of them did **not** believe they were on the **right website**
2. 72% of them believed the project was **abandoned/dead** or had no activity
3. 45% of them decided to **drop** tryton from options after visiting website
Our Website - sucks!

Hi Rohit, Sharoon,

After sitting down and thinking about this, I don't want to waste my time or yours, so let me just state that we would not be moving forward. The biggest reason is that Tryton is not a popular platform. I believe there is a place for open source, however, I cannot stake my business operations on an unknown entity. Yes, there may be other developers working on Tryton, but I do not have the time or energy to seek them out should you not be there.

Just one of the several false misconceptions people arrive at looking at our website :(

Richard
1. Work in Progress
2. For the English speaking world (at the moment)
3. Creative Commons License
4. Fork on Github and update the site (Like python website)

```bash
git clone git@github.com:openlabs/tryton.openlabs.us
```
Heads Up!

Time Travel is not invented yet!
#2. Absence of modern interface for web client ??

Tryton web interface (in 2014)
ERP Interfaces of our Cousins

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Tax breakdown

| VAT 21%      | 180.09                                         | 37.83    |
ERP Interfaces of our Cousins
ERP Interfaces of our Cousins
Alright! Our cousins are crazy, but what’s everyone else doing?
Welcome to the future
Announcing a modern web client project

1. Web components for Tryton Widgets
2. Only support modern evergreen browsers
3. Paper Elements
Announcing a modern web client project

Unlock the next era of UI
Developing with Polymer

https://www.youtube.com/watch?v=HKrYfrAzqFA
Reference and link glossary

- Openerp/Odoo paid keyword data captured from free tool - SEMRush - http://www.semrush.com/


- Tryton documentation project - https://github.com/tryton/tryton-documentation

- Tryton online demo - https://demo.tryton.org:8000/ (login/password = demo/demo)

- Google public repository on github - https://github.com/google

- Tryton Mirror hosted at - https://github.com/tryton